



Case Study

Pivotal MarketFirst

ABOUT FUSION5

Fusion5 aims to provide higher levels of service and value to organisations that have recently implemented, or are about to implement leading software package solutions such as JD Edwards, Oracle, Pivotal and PayGlobal.

Our guiding principles include:

- » Ensure our customers implement the foundations of the solution well
- » Work with our customers to offer a fresh perspective and new ideas
- » Deliver value through speed, effectiveness, communication and closure
- » Present opportunities to enable our customers to leverage their investments into the future

Fusion5 delivers on these principles. We have a team of consultants with a wide range of industry experience, years of implementation expertise and practical hands-on configuration knowledge. We have seen many installations, and we know what works and what doesn't.

Having worked in the services market for many years, we have also gained practical experience in the most effective ways to optimise enterprise solutions so that they deliver additional business benefits to your organisation.

As a leading provider of mid range solutions, our team offers the full range of consulting services including onsite consulting and remote applications management, tailored workshops, documentation, technical design and architecture and software development.

NEW ZEALAND RACING BOARD

In the race for a share of the entertainment industry dollar, the New Zealand Racing Board (the organisation that operates the TAB) has found a way to improve its e-marketing resources.

The New Zealand Racing Board, headquartered in Petone, is responsible for New Zealand racing and sports betting. The Board also coordinates the country's three racing codes – New Zealand Thoroughbred Racing (gallops), Harness Racing New Zealand (trotting and pacing), and New Zealand Greyhound Racing (greyhounds) – and works closely with the Judicial Control Authority, the legal body that administers the rules of racing and conducts inquiries into breaches of the rules for all three racing codes.

Operationally, the vast majority of the New Zealand Racing Board's personnel run the many facets of the TAB - scheduling daily racing for customers in New Zealand and Australia, getting race forms into major daily newspapers around the country, selling bets, running betting through a continually advancing dedicated computer system, Jetbet, and broadcasting racing and industry news on its own national Trackside TV channel and radio networks.

The TAB competes for its share of the entertainment dollar in a very competitive environment, and is therefore eager to

get maximum impact from its marketing budget.

One of the agency's key marketing tools is its weekly Odds On e-newsletter sent to TAB account holders, explains the New Zealand Racing Board's customer manager, Neil O'Styke.

"Our direct marketing strategies are very much aimed at being in the customer's awareness set," says O'Styke.

"There are so many entertainment options for the public – they can choose to spend their money on movies as opposed to a bet on their local rugby team or the races. The weekly newsletter is an important factor in their decision making."

Odds On is sent to TAB account holders on Thursday afternoons and contains information on the coming weekend's racing and sporting events, details of odds for upcoming events, and links back to the TAB website.

"We identified a need to have a closer relationship with our customers and to remove a lot of the manual work that was going on in terms of campaign production and reporting. So we went to the marketplace and looked at the options that were out there."

The New Zealand Racing Board chose Trans-Tasman IT services provider Fusion5 as its implementation partner.

"One of the key reasons we went with

NEW ZEALAND RACING BOARD

Fusion5 is that through the process and our interaction with them, the word “partnership” came up over and over again. It was clear that their approach was not going to be simply selling us a product and walking away. Their approach is clearly “if you get success, we get success” – and we found that to be true, says O’Styke.

“Their attitude and skill level is absolutely fantastic; and their attention to detail and their ability to turn around work is first class.”

While the New Zealand Racing Board considered several options for deployment as a customer relationship and e-marketing platform, it took up Fusion5’s recommendation that the Pivotal MarketFirst Suite was the best fit for its business needs.

MarketFirst synchronises marketing databases, websites, and multi-channel communications to create targeted direct marketing programs.

“We liked MarketFirst primarily because the marketing automation tools were quite similar to what we were using at the time,” says O’Styke.

“It will enable us to get rid of a resource-consuming activity: spending hours running reports required to produce updated email lists, and then sending the emails out. The new system will automate a lot of that activity for us.”

The New Zealand Racing Board has been using MarketFirst to send Odds On since late 2007 and has also begun taking advantage of the solution’s customer surveying functionality. Phase two of its implementation continues, however, with more functionality planned as a result of integrating MarketFirst with its other in-house IT systems.

“The system will enable us to monitor customers that are unsubscribing from the TAB’s emails] and report on which market segments they are from, which age brackets they come into and will help us to understand the boundaries of what we can and can’t do, not just with email but also with direct mail. It will enable us to be a lot smarter and react to key triggers”.

O’Styke says a solution like MarketFirst which adds sophistication to the e-marketing process is becoming vital as the e-marketing space becomes more demanding.

“Even in the last 12 months customers have become increasingly frustrated with being sent too much information, or information that is not relevant to them” he says.

“One of the biggest pushes with our MarketFirst project is to make sure we’re not bombarding all our customers with one message. We want to be able to send personalised messages to customers based on their displayed behaviour, and that’s where we’re getting to now” said O’Styke.

Fusion5 will continue to remain heavily involved with the New Zealand Racing Board’s MarketFirst deployment as the organisation continues phase two of its implementation over the next few months, bringing it to the point where it can realise the system’s full potential and maximise its direct marketing capabilities.

“When it comes to this type of IT deployment, we don’t know what we don’t know in terms of systems, so we’re taking advantage of Fusion5’s knowledge of best practise,” says O’Styke.

“They’re fantastic to deal with, very pragmatic, and very understanding of our internal needs.”

“Their attitude and skill level is absolutely fantastic; and their attention to detail and their ability to turn around work is first class.”

CONTACT DETAILS

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